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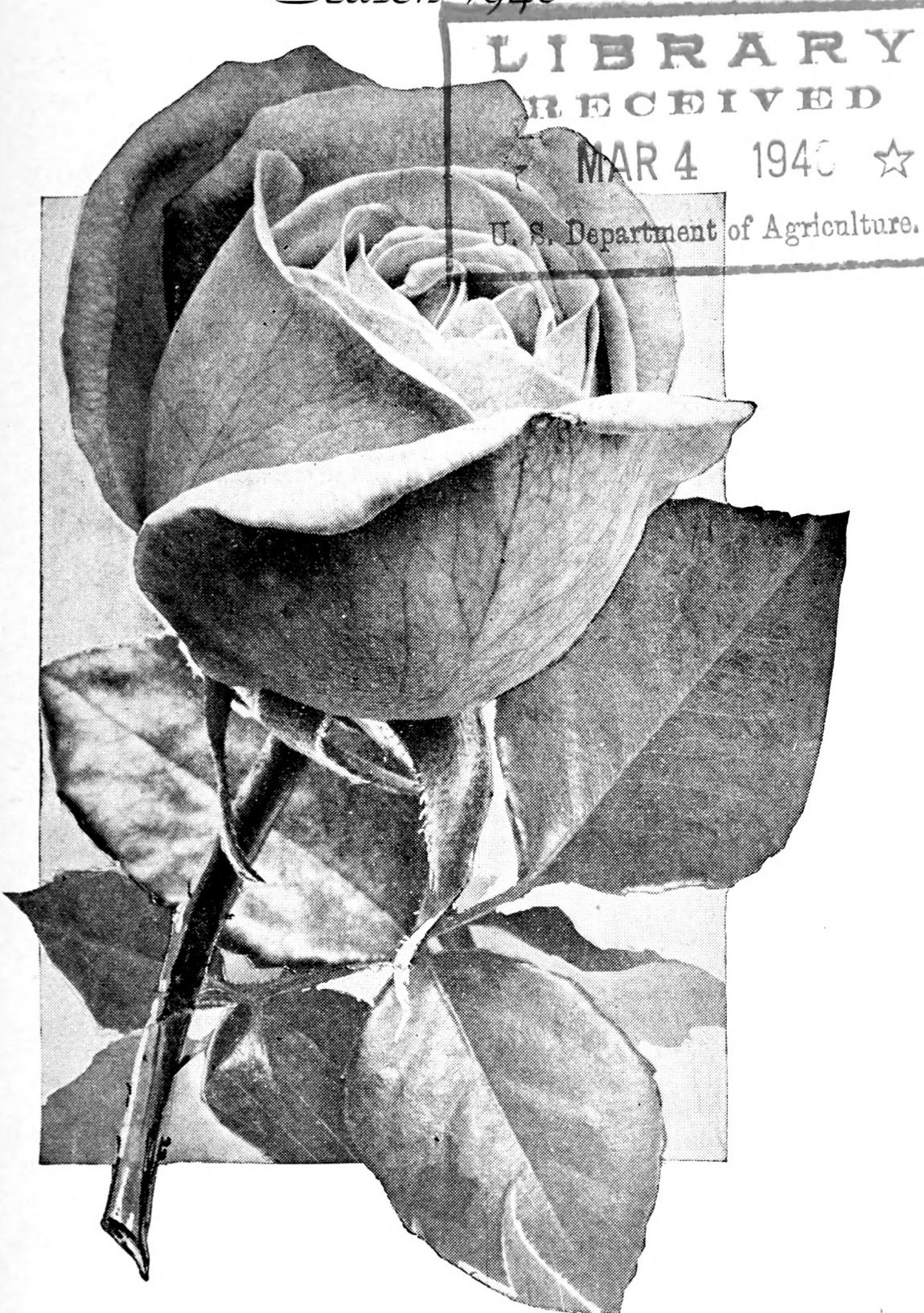
Evans & Reeves

SUPERIOR QUALITY

scr. p. l. of

ROSES

Season 1940



EVANS & REEVES

NURSERIES

"It's Different"

255 SOUTH BARRINGTON AVENUE
WEST LOS ANGELES, CALIF.
PHONE: WEST LOS ANGELES 36528

EVANS & REEVES

Superior Quality Roses

We present herewith our list of Roses for 1940. Every year many new Roses come out, but it is our belief that glowing descriptions and gorgeous color plates do not necessarily mean satisfactory Roses in your garden. EVANS & REEVES take the utmost pains to offer only proven varieties, tested in Southern California. Our stock comes from the best Rose district in the State and we believe the quality of our Roses is unsurpassed anywhere in America. The list given below is, of course, not complete and we are always ready to supply any varieties not listed, upon request.

BUSH ROSES

Each

AUTUMN —Burnt orange, red and yellow, deliciously fragrant	\$.50
CATHERINE KORDES — Deep cherry red edged silver; fruity fragrance.....	.50
CECIL —Single. Deep golden yellow.....	.75
CHRISTOPHER STONE —The best new red rose. Brilliant scarlet-crimson with velvety sheen. Spicy fragrance	1.00
CONDESA DE SASTAGO —Orange-scarlet and bright yellow50
COUNTSSS VANDALL (Pat. No. 38)—Copper-bronze blended with gold and pink. Superb for cutting..	1.00
DAINTY BESS —A single rose three inches in size and delicate pink with brownish red.....	.50
DAME EDITH HELEN —Soft rose pink. Large, beautifully formed blooms. Sweetly scented.....	.50
DUCHESS OF ATHOL — Old golden-orange, flushed peach pink50
E. G. HILL —One of the finest red roses ever grown. Immense flowers of scarlet shading to red. Does not fade, or turn purple. Very fragrant.....	.50
ECLIPSE (Pat. No. 172)—Gold Medal Winner. Rich clear gold and very long bud.....	1.25
EDITH NELLIE PERKINS —Inside of petals salmon-pink, outside blush pink.....	.50
ETOILE DE HOLLAND — A magnificent red that comes close to being the perfect rose. Clear deep red with fine buds and glorious fragrance....	.50
FRAU KARL DRUSCHKI —Huge snow-white blooms, strong grower; free flowering.....	.50
GENERAL McARTHUR —Bright rosy crimson, free-flowering and fragrant.....	.50
GIPSY LASS —Dark crimson fragrant blossoms of large size. Profuse blooming.....	.50
GOLDEN EMBLEM — Deep yellow, streaked and dashed with crimson. A beautiful flower.....	.75
HADLEY —Rich red, shading to velvety purple. Exceedingly fragrant. Buds pointed.....	.50
HEINRICH WENDLAND —Brilliant nasturtium red with reverse of petals gold.....	.50
HEINRICH GAEDE (New)—A splendid rose of copper-orange with fruity fragrance. No other rose like it75
HOOSIER BEAUTY —Dark velvety crimson, sweetly scented flowers, double.....	.50
INNOCENCE —Large, single, pure white, 4 to 6 inches across. Spicy fragrance.....	.75
IRISH ELEGANS —Bronzy orange pink, shading to apricot. Fine for corsages. Single.....	.50
J. OTTO THILOW —Deep rose pink similar to Rose Marie, but larger.....	.50
KAISERIN A. VICTORIA — Creamy white. Open flowers, pure white. Extremely double.....	.50
KITCHENER OF KHARTOUM —Solid, intense scarlet, semi-double flower. Continuous bloomer and of the grand old favorites.....	.50

Each

LADY FORTEVIOT —Apricot-yellow with rich fruity fragrance and beautiful foliage. Very good near the coast	\$.50
LOS ANGELES —Flame pink, shading to apricot and yellow at base of petals.....	.50
LULU —One of the most exquisite rose buds; coral rose75
McGREDY'S IVORY —Perfectly shaped double blooms of ivory white.....	.75
McGREDY'S SUNSET (Pat. No. 317)—A beautiful combination of chrome-yellow and scarlet. Grand for cutting because of long keeping qualities. Fragrant	1.50
MME. EDOUARD HERRIOT —Coral red buds with yellow at the base of the petal.....	.50
MME. JOSEPH PERRAUD (New)—A gold medal rose of nasturtium-buff and pink. Both buds and flowers are perfect.....	.75
MRS. E. P. THOM —Best yellow bedding rose today. Rich lemon yellow, sweetly scented.....	.50
MRS. SAM McGREDY — Beautiful copper - orange, flushed Lincoln red.....	.75
NIGHT (New)—Deep rich crimson.....	.75
PRES. HERBERT HOOVER —A beautiful combination of pink, yellow and copper.....	.50
RADIANCE —Rose pink and deep flesh. Very free-flowering and a strong grower.....	.50
ROSE MARIE —Rose pink. A beautiful bud, long and pointed, free-flowering50
SIGNORA (Pat. No. 201)—A sensational rose; warm sienna opening to mandarin orange.....	1.25
SISTER THERESE —Bronze yellow flowers produced on very vigorous plants.....	.50
SOUTHPORT (New)—Brilliant scarlet crimson of fine form and color.....	.75
TALISMAN —Glorious buds of yellow, pink, scarlet, apricot, old rose. Strong stems.....	.50
TEXAS CENTENNIAL (Pat. No. 162) — Blood red. A sport of Hoover.....	.75
VICTORIA HARRINGTON (New)—Non-fading velvety dark red; free blooming.....	.75
VILLE DE PARIS —Rich buttercup yellow. Does not fade75

“IT'S DIFFERENT”

ROSA GIGANTEA EVANSII—This magnificent climber scents the air all around with spicy, aromatic fragrance. Bred from a wild Chinese rose, its lovely sprays of single blossoms are creamy-white turning to yellow. It is a terrific grower and will quickly cover a large area. A grand thing to cover banks, slopes and high walls, and give a spectacular effect in the Spring and Summer. 5 gallon containers only

\$1.75

A NOVELTY

MRS. DUDLEY FULTON (Patent No. 122)—A rose that can be used almost as an evergreen shrub. Sprays of single white flowers in the greatest profusion on a compact well branched bush with nearly evergreen foliage. A continuous bloomer.....

\$1.00

Our Landscape Department will be glad to design, construct, or plant your Rose Garden. We are at your service.

CLIMBING VARIETIES

We keep in stock a large assortment of climbing Roses established in five gallon containers and priced at \$1.00 more than the bare root stock. These plants are from 5-7 feet in height, many of them in bloom now.

Climbing roses are of easy culture and their planting and care is the same as for bush varieties except that they require a support and the method of pruning differs. Prune in late summer by removing the weakest growth and cutting back the most vigorous shoots to half their length; no further pruning except to keep the vine within bounds is necessary.

Each

CL. BELLE OF PORTUGAL — Immense pearl pink blooms, very vigorous.....	\$.75
CL. BLAZE (Pat. No. 10) — The new everblooming Paul's Scarlet. A sensation.....	1.00
CL. CECILE BRUNNER — Bright, salmon pink, strong grower. A popular climber.....	.75
CL. DAINTY BESS — A single pink climber unsurpassed in beauty.....	.75
CL. DAME EDITH HELEN — A sport of the popular soft pink bush rose.....	.50
CL. EDNAH THOMAS — A huge flower of deep rose pink75
CL. ETOILE DE HOLLAND — One of the best dark red bush roses in a climber.....	.75
CL. FEU JOSEPH LOOYMANS (New) — Apricot yellow75
CL. GOLDEN EMBLEM (CLARA BOW) — Golden yellow, stained red.....	.75
CL. HADLEY — Dark red, shaded velvety purple, very fragrant50
CL. HOOSIER BEAUTY — Deep velvety crimson, exquisite buds, very sweet-scented.....	.75
CL. KAISERIN A. VICTORIA — Creamy white, turning to pure white, fine stems.....	.50
CL. LOS ANGELES — Flame pink, shading to yellow at the base of the petals.....	.50
CL. KITTIE KINNIMOUTH — An Australian climber with lovely, ruffled blossoms of bright pink.....	.75
CL. MERMAID — One of the most useful of all Roses, used as a climber, a large rambling bush, or as a large pillar. Glossy, evergreen foliage and quantities of sulphur-yellow single blossoms during a long blooming season.....	.75
CL. MRS. E. P. THOM — The best yellow bush rose now in a climbing form.....	1.75
CL. PAUL'S SCARLET — Glowing scarlet. An early and free bloomer.....	.50
CL. PRESIDENT HOOVER — Same color as the bush but in a climbing form.....	.50
CL. ROSE MARIE — Long and pointed buds and bright rose pink blossoms.....	.50
CL. TALISMAN — The extremely popular bush rose now in a climbing form.....	.75

EVANS AND REEVES NURSERIES are noted for their famous display gardens where may be seen specimen plants collected from all parts of the world.

You are cordially invited to visit these trial gardens at any time and you will find that seeing mature specimens growing in the ground makes selection of plants for your own garden an easier task.

HOW TO GET THERE—

The Nursery and display gardens are located on Barrington Avenue, two blocks South of Sunset Blvd., and approximately one-half mile West of Sepulveda Blvd., in West Los Angeles.

Hints on Rose Growing

PREPARATION OF SOIL

For fine Roses the preparation of the soil is of the utmost importance. This should be spaded to a depth of eighteen inches, well pulverized and enriched to about one-fifth of its contents with well rotted barn yard manure. (The manure must be well rotted and if it is not well rotted, should not be used where bare root roses are to be planted.) If there is any question about the condition of the manure, bone meal should be used instead. Care should be taken to thoroughly mix the fertilizer with the soil before the planting is done. Roses like, and do particularly well, in a heavy soil but will grow and bloom well in a light soil provided the soil is kept well fertilized.

PLANTING

When Roses are received they should, if possible, be planted at once; if this is not possible, place them in a shady place away from sun and wind. Cover the roots well with soil and keep them watered; any wrapping of moss around the plant should be removed at this time. When setting plants out where they are to grow, cut off any bruised or broken roots and any branches that may be damaged, and prune as directed on next page. Should they, however, look dry or shriveled when they are received it is well to lay them down flat in a trench and cover them, keeping only the tips exposed. If they remain covered for forty-eight hours and are kept well watered they will freshen up and regain their vitality. Dig holes at least fifteen to eighteen inches deep and wide enough to receive the roots without cramping them. Pulverize and work the soil around the roots a little at a time, treading it down firmly with the foot. If the ground is wet, do not tread too much, particularly if the soil is heavy. The depth plants should be planted is about one inch deeper than they were planted in the nursery row; the color of the bark shows this. Leave a depression around each plant and fill with water as soon as planted and again after water has soaked in. Roses do best in full sun and require plenty of water and shallow cultivation during the growing season. Three feet apart is about the best distance to plant Roses, but this can be modified according to conditions.

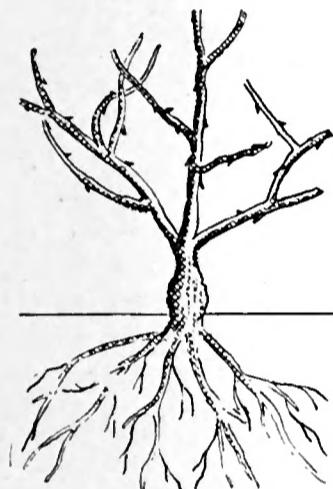
FERTILIZING

Roses are gross feeders and for best results our special Rose fertilizer should be used every two months throughout the growing season. This fertilizer should be spread around the bushes and worked lightly through the soil. This will produce those long stemmed flowers and fine foliage desired by all Rose lovers. Ask for this special Rose fertilizer when ordering your plants. Directions will be enclosed.

WATERING

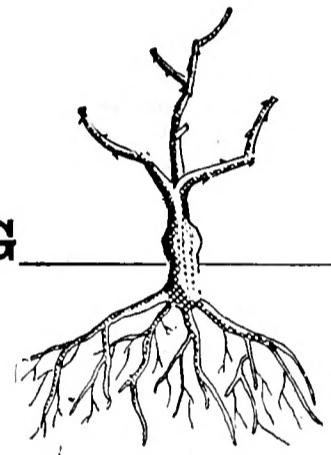
During the growing season roses require a liberal supply of water.

A thorough irrigation every week is usually sufficient. Be sure, however, that the water penetrates to the required depth, do not "sprinkle" and think you are watering.



Rose bush in dormant condition, before pruning.

PRUNING



Rose bush properly pruned; all weak and superfluous growth cut away and remaining wood cut back.

The sketches on this page will illustrate the proper methods of pruning and planting Roses in Southern California. We believe the best time to prune Roses is in January and February when they are dormant. The purpose of pruning is to cut out all undesirable growth such as weak or diseased branches and leave a well balanced plant of three or four strong and healthy branches. These remaining branches should then be pruned back about one-third or even one-half of their original height, depending upon the variety.

Always use a sharp knife or pruning shears; make a clean, sloping cut just above a bud or eye, preferably one pointing away from the center of the plant. For best results use Prune-Tex or Tree Seal to seal cuts. Cut your Roses often; the plants will be better off than if the flowers are allowed to die on the brush.

